

# PERSONAS & USER JOURNEY

**IDPH**  
IOWA Department  
of PUBLIC HEALTH

**IOWA**  
**Wic**



# ASSIGNMENT

## ASSIGNMENT

- Develop 2-4 personas using proprietary quantitative research data
- Create a user journey map to identify relevant pain points and areas of opportunity

## PURPOSE

- Use these tools for marketing/communications, training and program development



**MOM PERSONAS**

# NEEDS-BASED SEGMENTATION

Q9. Of the reasons you selected as a barrier to healthier eating, which would you say is the single greatest challenge for your family?

LIFESTYLE DEMANDS (TIME EMPHASIS)	PICKY EATERS	NUTRITION ACCESSIBILITY (FOOD & MONEY EMPHASIS)	NO CHALLENGES
35% of Total WIC	21% of Total WIC	30% of Total WIC	14% of Total WIC
Q1. Not enough time to prepare meals	Q2. Picky eaters	Q6. Can't consistently find quality product	Q9. My family faces no challenges to eating healthy (or healthier)
Q3. Children or parents not usually home during mealtimes	Q5. Would rather eat out/get delivery/eat fast food	Q7. Food/produce spoils before it can be eaten	
Q4. Exhaustion/too tired to cook	Q9. Food allergies	Q8. Healthier food is too expensive	
Q10. Lack of cooking skills			
Q11. Lack of ideas for putting together healthy meals			

# TIME JUGGLERS (LIFESTYLE DEMANDS)

Q11. Of the worries you selected regarding feeding your family, which would you say is your **single biggest worry?**

1. Lifestyle demands (busy)	%	INDEX
Running out of time to prepare proper meals	11%	206
Making sure they enjoy what they're eating	13%	109
Making sure their food is nutritious	25%	106
Running out of food due to growing children	5%	105
Running out of food due to money/resources	22%	102
Making sure everyone has enough food	8%	75
I have no worries...	15%	74
Watching out for known/developing allergies	1%	58
TOTAL	100%	

## WHO IS SHE

These WIC Moms are Time-Jugglers (Index 206). She has a practical and task-focused approach to being a care provider. She's just trying to make it through the day and turns turn to short-cuts to get the job done. Grocery shopping and meal preparing is boring to her – it's just another to-do item. Despite being time-strapped, her family's health and well-being is a priority (25%, 106 Index). Trying to balance the need of quick, easy meals with the desire to feed her family healthy food is a constant struggle.

## WHAT SHE NEEDS

She is more likely to use WIC Community Resources (30%, 110 Index) and probably highly active on social media. She's wants to express her individuality and find a community of like-minded people to connect with. She uses online networks to find connections that provide a sense of community and provide her the flexibility and convenience to connect when it works best for her.

1. Lifestyle demands (busy)	%	INDEX
Sum of WICCommResource	30%	110
Sum of WICNutriEdu	63%	109
Sum of WICBreastSupp	11%	107
Sum of WICDietician	49%	103
Sum of WICShopperAPP	92%	102
Sum of WICLactation	25%	101
Sum of WICWebsite	52%	101
Sum of WICHealthFood	75%	99
Sum of WICFarmer	55%	96
Sum of WICHealthProvRef	17%	94
Sum of WICBreastEDU	24%	93
Sum of WICImmuniz	18%	91
Sum of WICBreastPump	17%	87
Sum of WICNurse	28%	83

## DEMOGRAPHICS

- AGE 29.5 avg.
- HH SIZE 4.3 people on avg.
- ETHNICITY White (79%, 103 Index)

# CHILD PLEASERS (PICKY EATERS)

Q11. Of the worries you selected regarding feeding your family, which would you say is your **single biggest worry**?

2. Picky eaters	%	INDEX
Watching out for known/developing allergies	6%	178
Making sure they enjoy what they're eating	23%	142
Making sure their food is nutritious	26%	135
I have no worries...	13%	85
Making sure everyone has enough food	9%	79
Running out of food due to money/resources	17%	79
Running out of time to prepare proper meals	4%	56
Running out of food due to growing children	2%	34
TOTAL	100%	

## WHO IS SHE

These WIC Moms are Child Pleasers. She seeks out foods that her picky child will enjoy (23%, Index 142) and she's most likely to be moms of toddlers or young children (12 mo. – 5 years). She's introducing a variety of foods to her child for a healthy diet (26%, 135), while relying on kid-approved staples that offer a hassle-free meal time. Running out of time to prepare foods isn't a concern (4%, 56 Index). She's open to learning new skills or recipes to better nurture her family.

## WHAT SHE NEEDS

She's more likely to use the benefits of the Farmer's Market (62%, 109 Index) and Dietician (51%, 106 Index). She's seeking out information about feeding her family and curious about trying new meal options. She's investing time in building social connections in the community that will aide her in becoming a 'domestic goddess.'

2. Picky eaters	%	INDEX
Sum of WICFarmer	62%	109
Sum of WICDietician	51%	106
Sum of WICShopperAPP	92%	103
Sum of WICWebsite	51%	99
Sum of WICLactation	25%	98
Sum of WICCommResource	26%	98
Sum of WICNutriEdu	53%	91
Sum of WICHealthFood	68%	90
Sum of WICNurse	28%	86
Sum of WICBreastPump	17%	85
Sum of WICBreastEDU	21%	80
Sum of WICImmuniz	15%	74
Sum of WICHealthProvRef	13%	72
Sum of WICBreastSupp	8%	70

## DEMOGRAPHICS

AGE	29.8 avg.
HH SIZE	4.4 people on avg.
ETHNICITY	White (77%, 101 Index)

# CONVENIENT NUTRITIONISTS (NUTRITION ACCESSIBILITY)

Q11. Of the worries you selected regarding feeding your family, which would you say is your **single biggest worry**?

3. Nutrition accesibility (money and quality constraints)	%	INDEX
Running out of food due to money/resources	33%	167
Making sure their food is nutritious	31%	164
Making sure everyone has enough food	12%	108
Running out of food due to growing children	8%	91
I have no worries...	7%	51
Making sure they enjoy what they're eating	7%	40
Watching out for known/developing allergies	1%	28
Running out of time to prepare proper meals	1%	20
TOTAL	100%	

## WHO IS SHE

These WIC Moms are Convenient Nutritionists. She knows nutrition is important and she makes an effort to feed her family nutritious meals (31%, 164 Index). She's not time-strapped (1%, Index 20), but she doesn't have interest in preparing gourmet meals or visiting the Farmer's Market. Simple, nutritious, easy-to-prepare foods are her favorite, but she has a hard time finding quality food on her budget. Complex advice, tips, and too much information can be overwhelming to her.

## WHAT SHE NEEDS

She is more likely to use WIC medical benefits: Health Care Provider References (27%, 146 Index), Nurse (45%, 137 Index), Immuniz (25%, 125), Breast EDU (29%, 125 Index), Heath Food Info (84%, 112). She's seeking access to professional experts for transparent, credible information and she's looking for directness, clarity and objectivity.

3. Nutrition accesibility (mone %	INDEX
Sum of WICHealthProvRef	27% 146
Sum of WICNurse	45% 137
Sum of WICImmuniz	25% 125
Sum of WICBreastEDU	29% 113
Sum of WICHealthFood	84% 112
Sum of WICBreastSupp	12% 112
Sum of WICDietician	51% 105
Sum of WICNutriEdu	60% 103
Sum of WICFarmer	59% 102
Sum of WICWebsite	52% 101
Sum of WICShopperAPP	91% 101
Sum of WICBreastPump	20% 100
Sum of WICLactation	24% 96
Sum of WICCommResource	25% 94

## DEMOGRAPHICS

- AGE 30.3 avg.
- HH SIZE 4.2 people on avg.
- ETHNICITY White (80%, 104 Index)

# NEW MOMS (FEW CHALLENGES OR WORRIES)

Q11. Of the worries you selected regarding feeding your family, which would you say is your **single biggest worry**?

4. No Challenges	%	INDEX
I have no worries...	72%	625
Making sure everyone has enough food	17%	95
Running out of time to prepare proper meals	3%	41
Running out of food due to money/resources	3%	23
Making sure they enjoy what they’re eating	3%	15
Making sure their food is nutritious	3%	15
TOTAL	100%	

## WHO IS SHE

These WIC Moms are New Moms. With few challenges or worries that keep her up at night (72%, 625 Index), she’s most likely a single-child mom. She has not encountered the time, resource and emotional demands that often arise with multiple children. She shares other WIC Moms’ concern about everyone in the family having enough food to eat (17%, 95 Index) which is reflective of her economic position and/or indicative of difficulties related to breast feeding.

## WHAT SHE NEEDS

She is more likely to seek out newborn/infant benefits: Breast Pump (31%, 153 Index), Breast Edu (31%, 118 Index), Lactation (28%, 111 Index). She’s seeking information, support, and guidance as she navigates the early stages of motherhood. She’s getting a wide variety of opinions which can overwhelm her, so keep advice and tips simple and empathetic.

4. No Challenges	%	INDEX
Sum of WICBreastPump	31%	153
Sum of WICBreastEDU	31%	118
Sum of WICLactation	28%	111
Sum of WICImmuniz	22%	109
Sum of WICBreastSupp	11%	103
Sum of WICCommResource	25%	92
Sum of WICHealthFood	69%	92
Sum of WICFarmer	53%	92
Sum of WICShopperAPP	81%	89
Sum of WICNutriEdu	50%	86
Sum of WICWebsite	50%	86
Sum of WICNurse	28%	84
Sum of WICDietician	36%	75
Sum of WICHealthProvRe	11%	61

## DEMOGRAPHICS

- AGE 29.6 avg.
- HH SIZE 3.9 people on avg.
- ETHNICITY Non-White (36%, 165 Index)



# TIME JUGGLERS

**AGE** 30-33 years old (117 Index)  
**HH SIZE** 4.3 people on avg.  
**ETHNICITY** White (79%, 103 Index)  
**LOCATION** Metro Center (56%, 110 Index)  
**EDUCATION** Some college (37% 118 Index)

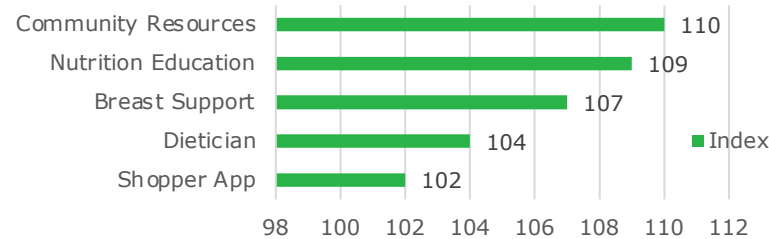
MOST EDUCATED	URBAN	TASK-FOCUSED	LARGE HH
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*"I always aim to be a better mom - especially in the difficult moments when I felt like I'm failing. I want to be a more patient mom and prioritize time with my family."*



## TOP WIC BENEFITS More Likely to Adopt

Overall, she is more likely to use WIC benefits first, then use other food assistance benefits throughout the month.



## HER NEEDS

- Ways to simplify her day (like sample meal plans!)
- Simple and healthy meal options with family appeal
- Access to nutrition information
- More time with her family and peace for herself

## HER WIC FRUSTRATIONS

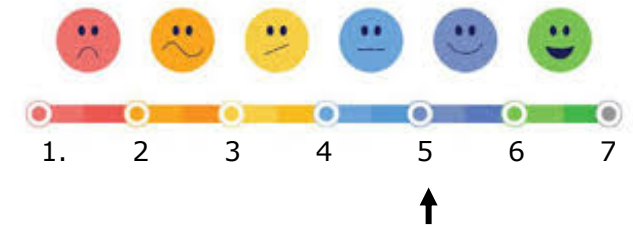
- Difficult to get to WIC appointments pre-COVID
- Difficult to start receiving WIC benefits
- Lack of WIC-approved items in store
- Vendors at the farmer's market don't accept WIC checks
- Formula is not covered by WIC

## BIO

I am **tasked-focused**. I turn to **short-cuts** to help simplify my busy day. Grocery shopping and **meal prep is boring** – I have more important things to do like **looking for a job!** But, I care about my family's **well-being**. Balancing the need for quick, easy meals with serving nutritious food is a constant struggle.

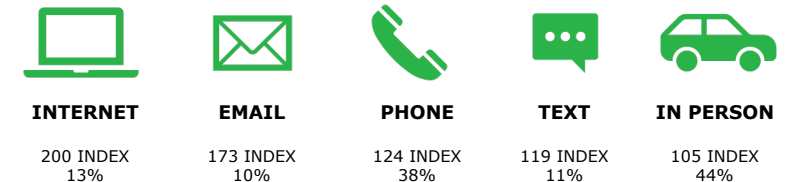
## MALE WIC APPT. ATTENDANCE Comfort Level Scale

Male partners are **somewhat comfortable** (138 Index)



## WIC PREFERRED ENGAGEMENT Channel of WIC document submission

Highly more likely to **prefer digital channels**, although majority still use traditional channels



\* Did not include "I don't remember"

## MEDIA ENGAGEMENT

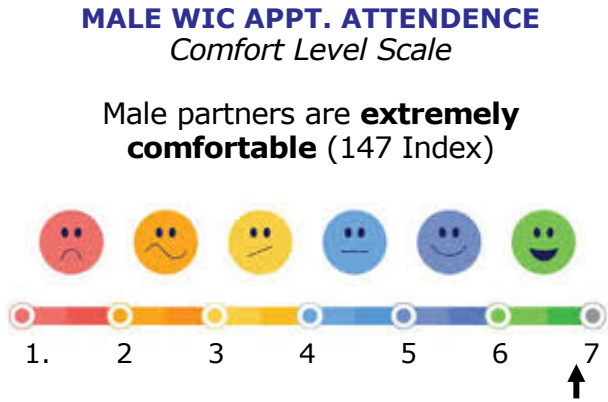
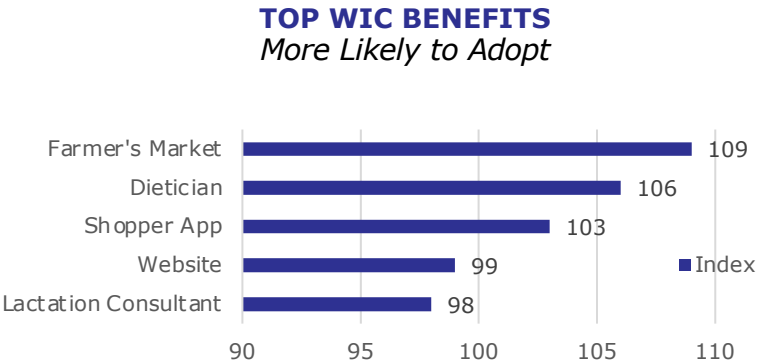
Source: MRI – Simmons 2020

**The internet** (199 Index) and **Social Media** (165 Index) are the media vehicles they engage with most heavily.



# CHILD PLEASERS

**AGE** 34+ years old (116 Index)  
**HH SIZE** 4.4 people on avg.  
**ETHNICITY** White (77%, 101 Index)  
**LOCATION** Small Town/Rural (32%, 117 Index)  
**EDUCATION** H.S. graduate, GED or less (42% 113 Index)



EMOTION-DRIVEN	LESS EDUCATED	RURAL
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*"Temper tantrums. Refusals to eat. It's all so disruptive. I try my very best, and I don't want the stress of meal-time to jeopardize building a better relationship with my kid."*



## HER NEEDS

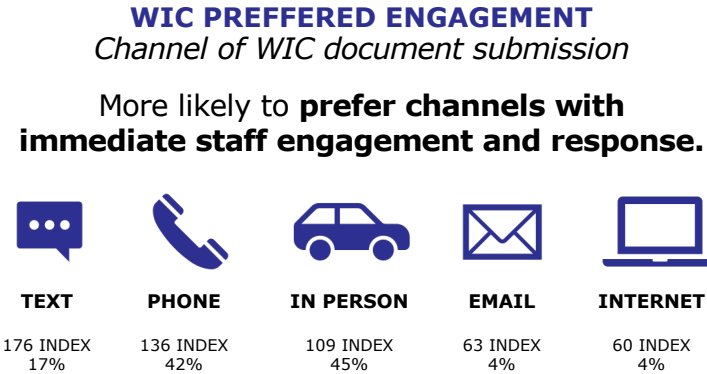
- A good relationship with her child
- Kid-friendly healthy meal ideas and recipes
- Reinforcement that she's not alone in this struggle
- Professional and expert advice and tips

## HER WIC FRUSTRATIONS

- Restrictions on accepted WIC foods – she would like kid-favorites like Honey Nut Cheerios
- It's hard to tell what vendors accept the farmer's market checks
- Good food spoils because her child won't eat it

## BIO

Having a **picky child** is hard! I'm trying to **introduce a variety** of foods for a healthy diet, but my child's resistance to new things can make **meal-time feel like war time**. I'll turn to kid-approved, less healthy, options when I'm worn out. I'm always searching for the next meal trick (cauliflower pizza?) and **I'm open to trying new recipes**.



\* Did not include "I don't remember"

**MEDIA ENGAGEMENT**  
*Source: MRI – Simmons 2020*

The **internet** (213 Index) and **Social Media** (181 Index) are the media vehicles they engage with most heavily.



# CONVENIENT NUTRITIONISTS

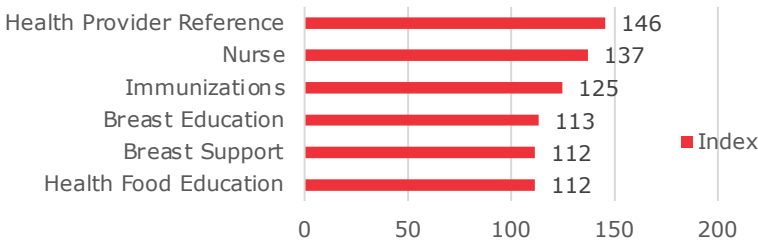
AGE	34+ years old (133 Index)
HH SIZE	4.2 people on avg.
ETHNICITY	White (80%, 104 Index)
LOCATION	Metro/Micro-Commuting (25%, 138 Index)
EDUCATION	Tech or two-year degree (21% 116 Index)

SMALLER HOUSEHOLD	SOME HIGHER EDUCATION	LESS EMOTION	SUBURBS
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"Organic vs. all-natural? Cage-free? There's so much information out there that it gets confusing. I want what's best for my kid, but I don't have the budget or the interest to make feeding my family my full-time job. Make it easy for me."



## TOP WIC BENEFITS More Likely to Adopt



## HER NEEDS

- Access to professional experts
- Clear, direct information that's provided quickly
- Flexibility and openness from WIC Staff
- Ability to use WIC for organic/vegan products and supplements

## HER WIC FRUSTRATIONS

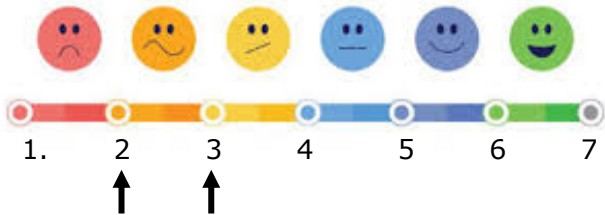
- Difficulty using the Farmer's Market coupons
- It was a challenge to gather all the documents needed to qualify
- Organic and vegan products are not available
- WIC card isn't accepted at natural/organic/vegan stores
- Less likely to find WIC Staff to be helpful, flexible, and quick,
- In-person appointments took too long – lots of waiting around

## BIO

I know **nutrition is important** but preparing gourmet meals or visiting the Farmer's Market isn't my thing. Simple, nutritious, **easy-to-prepare foods** are my favorite, but I have a hard time finding quality food. Complex advice, tips, and too much information can **leave me feeling overwhelmed**.

## MALE WIC APPT. ATTENDANCE Comfort Level Scale

- She's more likely to **not have a dad or father figure in their child's life** (173 Index)
- Of those that do, he is more likely to be **uncomfortable** (112 Index) or **somewhat uncomfortable**. (112 Index)



## WIC PREFERRED ENGAGEMENT Channel of WIC document submission

Most likely to **prefer engaging in person**



IN PERSON

141 INDEX  
59%



EMAIL

111 INDEX  
7%



PHONE

100 INDEX  
31%



TEXT

97 INDEX  
9%



INTERNET

63 INDEX  
4%

\* Did not include "I don't remember"

## MEDIA ENGAGEMENT

Source: MRI – Simmons 2020

The Internet (152 Index) and Social Media (138 Index) and Radio (127 Index) are the media vehicles they engage with most heavily.



# NEW MOMS

- AGE** 18-29 years old (31%, 116 Index)
- HH SIZE** 3.9 people on avg.
- ETHNICITY** Non-White (36%, 165 Index)
- LOCATION** Metro Center (67%, 131 Index)
- EDUCATION** H.S. graduate, GED or less (61% 167 Index)

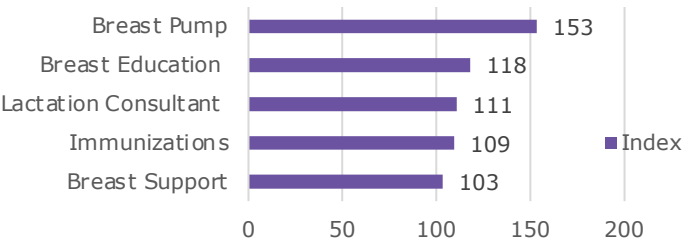
SMALL HOUSEHOLD	YOUNGER	LEAST EDUCATED	URBAN
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" As a new Mom, I have had to learn a lot – especially about breastfeeding. But it's a fun adventure and getting tips from others has been a great help!"



## TOP WIC BENEFITS More Likely to Adopt

She is more likely to use WIC benefits **and** other food assistance benefits throughout the month as needed.



## HER NEEDS

- Raise a happy and healthy baby
- To make sure my baby has enough food
- Finding quality and reliable childcare
- Staying updated on my child’s next developmental steps

## HER WIC FRUSTRATIONS

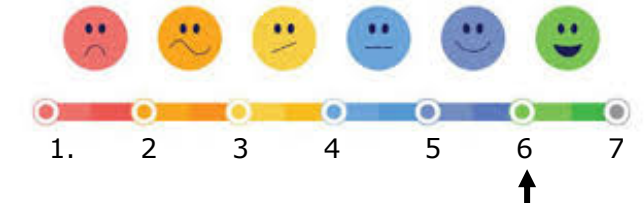
- Breastfeeding is challenging
- Finding formula in her budget and baby-approved
- It’s hard to tell what items farmer’s market checks cover
- Less likely to find WIC Staff as flexible or friendly
- Can’t use WIC benefits with online grocery pick-up

## BIO

Having a baby is like taking a **crash course on Mom 101**. There’s a lot to learn so **I seek out advice and tips** from anywhere & everywhere—mommy blogs, social media, magazines. Each day brings something new, and I enjoy documenting the journey by **uploading photos and videos** to share with others.

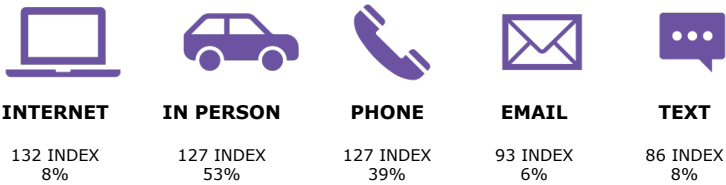
## MALE WIC APPT. ATTENDANCE Comfort Level Scale

- Male partners are **comfortable**. (121 Index)
- She is **significantly less** likely to have an uncomfortable male partner than other mom segments,



## WIC PREFERRED ENGAGEMENT Channel of WIC document submission

Most likely to **prefer online** or a **real-time connection** either in-person or on the phone



\* Did not include "I don't remember"

## MEDIA ENGAGEMENT Source: MRI – Simmons 2020

**Social Media** (198 Index) and **Magazines** (131 Index) are the media vehicles they engage with most heavily.



# WIC USER JOURNEY



# WIC USER JOURNEY

TIME JUGGLERS

## PERSONAS

CONVENIENT NUTRITIONISTS

NEW MOMS

CHILD PLEASERS

### STAGES

Expecting

New-Born

Toddler

2+ Kids

5-Years Old

### SERVICES USED

- Referrals to health care
- Nutrition for mom
- Breast-feeding education
- WIC app

- Breast-feeding svc's and support
- Supplemental formula
- Lactation consultant
- Immunization support
- Referrals to health care

- Nutrition counseling
- Referral to healthcare provider
- Social Services
- Immunization support
- New to program guidance
- Farmers Market nutrition program

- Nutrition education/family meal-time
- Referral to healthcare provider
- Community resources
- Access to dietician
- Breast feeding support

- Nutrition education
- Access to dietitians
- Referrals to other community programs
- Referrals to other food sources/pantries

### NEEDS/ MOTIVATION

- Staying healthy for the new baby
- Plenty of nutritious food
- Getting ready for the baby

- Sleep deprived
- Juggling old life and new
- Transition to solid food
- Want to do better/be a good mom

- Giving child a healthy start
- Making sure food is nutritious
- Looking for tips and tricks for picky eaters
- Access to developmental svcs

- Finding meals that all will enjoy and eat
- Worry about feeding the family/eating together

- Creating healthy habits
- Healthy snacks
- Helping kids make good food choices

### PAIN POINTS

- Looking for help and guidance
- Information overload
- So much to do, decisions to make, appointments
- Unexpected pregnancy

- Things not working/or going as planned
- Extra steps in a process
- Many questions
- Desire more flexibility with WIC
- Reading recipes on the shopper app

- Finding nutritious options
- How to use the app and get most benefit
- Finding the right foods in the store that qualify on the app
- Weaning from the bottle

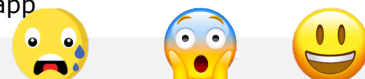
- Time management
- Finding and affording healthier food
- Easy recipes

- Running out of food due to growing children
- Leaving WIC – what's next?!

### LIFE EMOTIONS



Happy Questioning Surprised



Concerned Overwhelm Happy



Frustrated Questioning



Overwhelm Oh Crap!



Questioning Excited Relieved

### OPPORTUNITIES FOR WIC

- Awareness of WIC services/program menu
- Nutrition education and breast-feeding promotion
- Additional community resources

- Easy access to supplies
- Reduce barriers to variety of formulas
- Additional support
- Weekend appointments

- Ways to use benefits
- Education on shopping, item selection ('shopping shorts')
- Simple meal plans/easy recipes
- Cooking show on FB

- Ways to use benefits to stretch food budget
- Education on healthy meals
- Quick nutritious food guides
- Local agency clinic outreach w/vendors

- Transition to healthy habits
- Referral to additional resources – SNAP ED, 5210

